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The Influence *of Hedonic Shopping Value, Price Discount,* and *Store Atmosphere* Against *Impulse Buying* Dayumart Consumers Sumatra Padang

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ABSTRACT

This study aims to find out how the influence *of hedonic shopping value, price discount,* and *store atmosphere* on *impulse buying* in Dayumart Sumatra Ulak Karang Padang consumers. The sampling technique uses *a purposive sampling* technique, using the Lemeshow formula so that a sample of 96 people was obtained. The F test is known that the value of 18.038 > f table is 3.09 with a significance value of 0.000 or (0.000 < 0.05). So in this study, the independent variables together affect the dependent variables. The determination coefficient was obtained with a result of 0.370. This means that the variables *of hedonic shopping value, price discount,* and *store atmosphere* can explain the *impulse buying* variables in 37% of Dayumart Sumatra Ulak Karang Padang consumers. The remaining 63% was explained by other variables that were not observed in this study.

Keywords : *Hedonic Shopping Value, Price Discount, Store Atmosphere, Impulse Buying*

1. INTRODUCTION

In today's era, business competition is getting tighter, various companies continue to make progress and continue to improve their business in various sectors. We can see this in the lifestyle of people who have experienced many changes in social life. Starting from daily life and even social life in meeting their needs. This provides a golden opportunity for entrepreneurs to enter the market and produce everything according to consumer needs. One of the modern businesses that is growing rapidly is retail. Modern retail businesses that are growing today include *department stores, hypermarkets, supermarkets, minimarkets,* and so on. One of the consumer behaviors that often occur in malls is *impulse buying*. According to Khawaja in (Padmasari & Widyastuti, 2022) *Impulse buying* refers to sudden purchases without the purpose of pre-shopping, either to meet certain needs or to buy certain product categories. Hedonistic nature is one of the factors that cause consumers to do *impulse buying.* According to (Hamid, 2020) *Hedonic shopping value* is the perception that customers feel when shopping, generating greater value by eliminating distractions and helping customers focus on their shopping activities. In addition to *hedonic shopping value, price discounts* also play a key role in increasing *impulse buying*. *Price discount* is a very good strategy applied by companies in marketing products that aim to face market threats from competitors, one of which is by providing large discounts will be able to attract consumers so that they buy products *impulsively.* According to Afrida, (2021) *Price discount* is a discount on the selling price that has been approved if the payment is made in a period faster than the credit term. Another *impulse buying* factor that also affects consumer behavior is *the store atmosphere*. According to Ratnasari in (Arkam, 2020) explained that *Store atmosphere* is a store environment that is made as good and beautiful as possible to influence customers in making purchases, so *that store atmosphere* is the environment or atmosphere of a store. So it can be understood that a store designed with an attractive, fun, and attractive atmosphere can affect the occurrence of *impulse buying*.

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1.1 Purpose

1. To find out the influence of *Hedonic Shopping Value* on *Impulse Buying* on Dayumart Sumatra Ulak Karang Padang consumers.
2. To find out the effect of *Price Discount* on *Impulse Buying* on Dayumart Sumatra Ulak Karang Padang consumers.
3. To find out the influence of *Store Atmosphere* on *Impulse Buying* on Dayumart Sumatra Ulak Karang Padang consumers.
4. To determine the simultaneous influence *of Hedonic Shopping Value*, *Price Discount*, and *Store Atmosphere* on *Impulse Buying* on Dayumart Sumatra Ulak Karang Padang consumers.

2. LITERATURE REVIEW

Impulse buying refers to sudden purchases without the purpose of pre-shopping, either to meet certain needs or to buy certain product categories (Khawaja in Padmasari & Widyastuti, 2022). According to Thai in (Yahmini, 2019) explained that the factors that determine *impulse* purchases are mood conditions, environmental influences, product categories and the influence of the store's environment, demographic variables such as living conditions and social status, individual personality variables.

2.1 Hedonic Shopping Value

Hedonic shopping value is the feeling of pleasure, pleasure and satisfaction that consumers feel after shopping. This satisfaction and enjoyment provides a pleasant shopping experience so that consumers will make repeated purchases in the future. According to (Taruli & Palumian, 2022) *Hedonic Shopping Value* is a motivation for customers who tend to have *hedonistic* traits and are considered to be able to provide positive emotions related to their shopping experience.

2.2 Price Discount

According to (Azwari & Lina, 2020). *Price discount* is a very good strategy applied by companies in marketing products aimed at facing market threats from competitors, one of which is by providing large discounts will be able to attract consumers so that they buy products impulsively or unplanned for the business unit. Afrida, (2021) *Price discount* is a discount on the approved selling price if the payment is made in a period faster than the credit term. Rebates seek to be able to set a selling price that is acceptable to consumers and is considered the most profitable thing for the company.

2.3 Store Atmosphre

According to Susilowati et al., (2020) Store atmosphere is a combination of store characteristics such as architecture, layout, lighting, color, temperature, music, aroma which will comprehensively create an image in the minds of consumers. Based on the explanation above, the atmosphere of the store will affect a store to make consumers feel at home and comfortable choosing the type of product to buy.

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3. METHOD

The type of research used in this study is *associative* research. Data processing and hypothesis testing were carried out using SPSS. The population taken in this study is all consumers who make *impulse purchases* at Dayumart Sumatra Ulak Karang Padang. The number of samples was 96 respondents using the Lemeshow formula.

4. RESULT

The sample in this study is 96 people who are respondents in this study. The sample in this study is consumers who make *impulse purchases* at Dayumart Sumatra Ulak Karang Padang. In this study, respondents were divided into several characteristics. From these respondents, a description of the respondents can be made as follows:

Table 1
Respondent Characteristics by Gender

It	Gender	Sum	Percentage (%)
1.	Man	29	30,2
2.	Woman	67	69,8
	Sum	**96**	**100**

It can be seen that when viewed based on the gender of the respondents. The male gender was 29 people or 30.2%, and the female gender was 67 people or 69.8%. Therefore, it can be concluded that the gender of the respondents in this study is the most female, which is 67 people or 69.8%.

4.1 Validity Test

The purpose of conducting a validity test is to determine the feasibility of items in a list of questions in defining a variable. Validity testing can be carried out by correlating each of these instruments by using the product moment correlation formula (r calculate) with its critical value where r calculation can be achieved by the correlation coefficient approach formula for the value of n = 30 r table = 0.361

Table 2 : Validity Test

Impulse Buying	R-count	R-table	Information
Y1	0,571	0,361	Valid
Y2	0,740	0,361	Valid
Y3	0,621	0,361	Valid
Y4	0,498	0,361	Valid

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Y5	0,489	0,361	Valid
Y6	0,616	0,361	Valid
Y7	0,740	0,361	Valid
Y8	0,621	0,361	Valid

Hedonic Shopping Value	**R-count**	**R-table**	**Information**
X1	0,686	0,361	Valid
X2	0,679	0,361	Valid
X3	0,652	0,361	Valid
X4	0,660	0,361	Valid
X5	0,752	0,361	Valid
X6	0,616	0,361	Valid
X7	0,433	0,361	Valid
X8	0,680	0,361	Valid
X9	0,471	0,361	Valid
X10	0,526	0,361	Valid
X11	0,515	0,361	Valid
X12	0,423	0,361	Valid

Price Discount	**R-count**	**R-table**	**Information**
X1	0,695	0,361	Valid
X2	0,737	0,361	Valid
X3	0,640	0,361	Valid
X4	0,610	0,361	Valid
X5	0,467	0,361	Valid
X6	0,444	0,361	Valid

Store Atmosphere	**R-count**	**R-table**	**Information**
Y1	0,818	0,361	Valid
Y2	0,751	0,361	Valid
Y3	0,703	0,361	Valid
Y4	0,742	0,361	Valid

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Y5	0,805	0,361	Valid
Y6	0,591	0,361	Valid
Y7	0,777	0,361	Valid
Y8	0,832	0,361	Valid

From table 2 above, it can be seen that all items are marked positively and the r-value > r-table, then it can be concluded that all items are valid. It is evidenced by the magnitude of the r-value compared to the R-table, thus the statement in this study is worthy of use and acceptance.

4.2 Reliability Test

The reliability test aims to assess how many answers from respondents can give relatively different results (consistent) when repeated measurements are carried out on the same subject. Reliability (reliable) instrument means an instrument that when used several times to measure the same object, an instrument that has been valid, then a reliability test is carried out using the Cronbachs Alpha formula with the help of SPSS. If the r alpha is negative and smaller than the r table (0.361), it means that the entire item of the instrument is real. The following are the results of the reliability test of each research variable:

Table 3 : Reliability Test

It	Variable	*Cronbachs Alpha*	Information
1.	*Impulse Buying* (Y)	0,852	Reliable
2.	*Hedonic Shopping Value* (x1)	0,882	Reliable
3.	*Price Discount* (X2)	0,825	Reliable
4.	*Store Atmosphere* (X3)	0,925	Reliable

Based on table 3 above, it can be concluded that all items of the statement are real. All realable variables are due to the Cornbachs Alpha result greater than (>) 0.6 (for n=30 r table=0.6).

4.3 Multicollinearity Test

The multicollinearity test is a test conducted to find out if there are cases of multicollinearity between fellow independent variables. If there is multicollinearity then, one of the variables must be eliminer or excluded from the equation. The results of the multicollinearity test can be seen from the following table:

Table 4 : Multicollinearity Test

Variable	Tolerance	VIF	Information
***Hedonic Shopping Value* (x1)**	0,846	1,182	No multicollinearity occurs
***Price Discount* (X2)**	0,832	1,202	No multicollinearity occurs
***Store Atmosphere* (X3)**	0,818	1,223	No multicollinearity occurs

Based on the table above 4.16 above, it can be seen that the tolerance value of the Social Media, Brand Image and Location variables is > 0.10 and the VIF value of each variable < 10. This shows that there is no relationship

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which means between the variables of the free variables. Therefore, it can be concluded that the data from this study does not experience cases of multicollinearity so that data processing with multiple linear regression can be carried out because there are no cases of multicollinearity between independent variable variables.

4.4 Autocorrelation Test

This test aims to find out whether there is a correlation between the data described by time (times series). The autocorrelation test was performed using the Durbin-Watson test (D-W), with a rate = 5%. When D- W is located between -2 to +2 then there is no autocorrelation. The autocorrelation test can be seen in the table below:

Table 5 : Autocorrelation Test

Type	Durbin-Watson	Information
1	1,994	No autocorrelation occurs

Based on the table above, it can be seen that the Durbin-Waston value of 1.820 is located between -2 to +2, so the test results show that the regression model does not autocorrelation.

4.5 Hypothesis Testing

A. Coefficient of Determination

Table 6 : Coefficient of Determination

Type	*R-square*
1	0,370

Based on the table above, it can be seen that the *R-square* value is 0.370 (37%), which means that the influence of *hedonic shopping value, price discount,* and *store atmosphere* is 37% while the remaining 63% is influenced by other factors from outside the variables used in this study.

a. Predictors: *Hedonic Shopping Value*, *Price Discount*, and *Store Atmosphere*

b. Dependent Variable: *Impulse Buying*

B. Partial Test (t)

This test is used to see the influence of each independent or independent variable on the bound or dependent variable.

Table 7 : Results of Partial Significance Test (t-test)

Type	B	T	Sig
(Constant)	8,013	2,495	0,014
***Hedonic Shopping Value* (x1)**	0,157	2,629	0,010

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Price Discount (X2)	0,274	2,980	0,004
Store Atmosphere (X3)	0,304	3,354	0,001

Table 7 above shows the results of the variable t-test *Hedonic Shopping Value* with a t-value of 2.495 and significantly has a value of 0.010 lower than 0.05, Variable *Price Discount* with a t-value of 2.980 and a value of (Significant=0.004). Variable *Store Atmosphere* with a t-value of 3.354 and a value (Significant=0.001). So it can be concluded that *Hedonic Shopping Value* have a positive and significant effect on *Impulse Buying* consumers of Dayumart Sumatra Ulak Karang Padang. It can be concluded that *Price Discount* have a positive and significant effect on *Impulse Buying* consumers of Dayumart Sumatra Ulak Karang Padang. It can be concluded that *Store Atmosphere* have a positive and significant effect on *Impulse Buying* consumers of Dayumart Sumatra Ulak Karang Padang.

C. Simultaneous Test (Test F)

The f test was carried out to determine the influence of independent variables on dependent variables together, namely by using Fcal. The analysis of the F test was carried out by comparing Fcal and Ftable.

Table 8 Simultaneous Test Results (Test F)

Type	F	Sig
1	18,038	0,000

a. Predictors: *Hedonic Shopping Value*, *Price Discount*, and *Store Atmosphere*

b. Dependent Variable: *Impulse Buying*

From the results of the calculation above, it is known that the value of $f_{calculation}$ is 18.038 and f_{table} is 3.09 ($f_{calculation} > f_{table}$) and the significant value is (0.000 < 0.05). So H_4 is accepted and H_0 is rejected, this means that *Hedonic Shopping Value, Price Discount,* and *Store Atmosphere* simultaneously have a positive and significant effect on the *Impulse Buying* of Dayumart Sumatra Ulak Karang Padang Consumers.

5. DISCUSSION

The Effect of *Hedonic Shopping Value* on *Impulse Buying*

Based on partial statistical analysis, *the hedonic shopping value* was obtained with a calculated t value of 2.629 and a sig value of 0.010 < 0.05 with df = 96-4 = 92, then a table t of 1.662 was obtained. From the results above, it can be seen that $t_{counts} > t_{table}$ or t_{counts} 2.629 > t_{table} 1.662, meaning that H_1 is accepted and H_0 is rejected. Therefore, it can be concluded that *hedonic shopping value* has a positive and significant effect on the *Impulse Buying* of Dayumart Sumatra Ulak Karang Padang Consumers. These results are in line with research conducted by (Badri et al., 2023) regarding the Influence *of Hedonic Shopping Value* and *Shopping Lifestyle* on *Impulse Buying* in Transmart Padang Visitors. The results of the study show that the first hypothesis is accepted, this is evidenced by the t-value test of the t-value calculated > t_{table} where the result is 5.970
> 1.98525 and sig 0.00 < 0.05. Therefore, it can be concluded that the *hedonic shopping value* variable has a positive and significant effect on *impulse buying*.

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The Effect of *Price Discount* on *Impulse Buying*

Based on partial statistical analysis, *the price discount* was obtained with a calculated t value of 2.980 and a sig value of 0.004 < 0.05 with df = 96-4 = 92, then a table t of 1.662 was obtained. From the results above, it can be seen that $t_{counts} > t_{table}$ or t_{counts} 2.980 > t_{table} 1.662, meaning that H_2 is accepted and H_0 is rejected. So it can be concluded that *price discounts* have a positive and significant effect on *the Impulse Buying* of Dayumart Sumatra Ulak Karang Padang Consumers. This result is in line with research conducted by (Siskawati & Prabowo, 2023) regarding the Effect of *Price Discount, Store Atmosphere*, and *Display Product* on *Impulse Buying* in the Sun Department Store. The results of the study show that the first hypothesis is accepted, this is evidenced by the t-value test of the t-value calculated > t_{table} where the result is 3.308 > 1.985 and sig 0.001 < 0.05. Therefore, it can be concluded that the price *discount variable* has a positive and significant effect on *impulse buying*.

The Effect of *Store Atmosphere* on *Impulse Buying*

Based on partial statistical analysis, *the store atmosphere* was obtained with a calculated t value of 3.354 and a sig value of 0.001 < 0.05 with df = 96-4 = 92, then a table t of 1.662 was obtained. From the results above, it can be seen that $t_{counts} > t_{table}$ or t_{counts} 3.354 > t_{table} 1.662, meaning that H_3 is accepted and H_0 is rejected. So it can be concluded that *the store atmosphere* has a positive and significant effect on *the Impulse Buying* of Dayumart Sumatra Ulak Karang Padang Consumers. This result is in line with research conducted by (Siskawati & Prabowo, 2023) regarding the Effect of *Price Discount, Store Atmosphere*, and *Display Product* on *Impulse Buying* in the Sun Department Store. The results of the study show that the second hypothesis is accepted, this is evidenced by the t-value test of the t-value$_{calculated}$ > t_{table} where the result is 2.397
> 1.985 and sig 0.018 < 0.05. Therefore, it can be concluded that the store *atmosphere variable* has a positive and significant effect on *impulse buying*.

The Effect of *Hedonic Shopping Value, Price Discount,* and *Store Atmosphere* on *Impulse Buying*

Based on the results of the f test, it can be known that the value of $f_{is\ calculated\ at}$ 18.038 and f_{table} is 3.09 ($f_{calculated} > f_{table}$) and the significant value is (0.000
< 0.05). So H_4 is accepted and H_0 is rejected, this means that *Hedonic Shopping Value, Price Discount,* and *Store Atmosphere* simultaneously have a positive and significant effect on the *Impulse Buying* of Dayumart Sumatra Ulak Karang Padang Consumers.

6. CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn, namely *that hedonic shopping value* has a positive and significant effect on the *impulse buying* of Dayumart Sumatra Ulak Karang Padang consumers. This is evident from the$_{t\text{-}calculated\ value}$ of 2.629 and the g-value of 0.010 < 0.05 with df = 96-4 = 92, then the t-table of 1.662 is obtained. From the results above, it can be seen that $t_{counts} > t_{table}$ or t_{counts} 2.629 > t_{table} 1.662 so that H_1 is accepted and H_0 is rejected. *Price discounts* have a positive and significant effect on the *impulse buying* of Dayumart Sumatra Ulak Karang Padang consumers. This is evident from the $_{t\text{-}value\ of}$ 2.980 and the sig value of 0.004 < 0.05 with df = 96-4 = 92, then the t_{table} of 1.662 is obtained. From the results above, it can be seen that $t_{counts} > t_{table}$ or t_{counts} 2.980 > t_{table} 1.662 so that H_2 is accepted and H_0 is rejected. *Store atmosphere* has a positive and significant effect on the *impulse buying* of Dayumart Sumatra Ulak Karang Padang consumers. This is evident from the$_{t\text{-}value\ of}$ 3.354 and the value of sig 0.001 < 0.05 with df = 96-4 = 92, then the t_{table} of 1.662 is obtained. From the results above, it can be seen that $t_{counts} > t_{table}$ or t_{counts} 3.354 > t_{table} 1.662 so that H_3 is accepted and H_0 is rejected. *Hedonic shopping value, price discount,* and *store atmosphere* simultaneously or simultaneously have a positive and significant effect on *the buying impulse* of Dayumart Sumatra Ulak Karang Padang consumers. This is evident from the value of f_{count} 18.038 and f_{table} 3.09 ($f_{count} > f_{table}$) and a significant value of (0.000 < 0.05). Until H_4 is accepted and H_0 is rejected

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